



## General Election Campaign

Proposal ID: 718  
Schedule Date: 08/27/2012 - 11/04/2012  
Spot Length(s): :30

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**Flight Dates: 08/27/2012-11/04/2012**

| Program             | SpotLength(s) |    |    |    |    |          | Flight Dates: 08/27/2012-11/04/2012 |       |             |  |
|---------------------|---------------|----|----|----|----|----------|-------------------------------------|-------|-------------|--|
| Time                | AU            | SE | SE | OC | OC | DMA      |                                     | W     | Rate        |  |
|                     | 27            | 17 | 24 | 22 | 29 | P18+     |                                     | k     | Spots       |  |
| <b>KSNV</b>         |               |    |    |    |    |          |                                     |       |             |  |
| TONITE SHW-NBC      | :30           | 1  | 1  | 1  | -- | --       | p1.2                                |       |             |  |
| GRPs/Impressions    |               |    |    |    |    |          | 3.6                                 | 3     | \$250.00    |  |
| CPP/CPM             |               |    |    |    |    |          | \$208.33                            |       | 3           |  |
| Mo-Fr 11:35p-12:37a |               |    |    |    |    |          |                                     |       |             |  |
| TONITE SHW-NBC      | :30           | -- | -- | -- | 1  | 1        | p1.2                                |       |             |  |
| GRPs/Impressions    |               |    |    |    |    |          | 2.4                                 | 2     | \$275.00    |  |
| CPP/CPM             |               |    |    |    |    |          | \$229.17                            |       | 2           |  |
| Mo-Fr 11:35p-12:37a |               |    |    |    |    |          |                                     |       |             |  |
| C-DALY-NBC          | :30           | -- | 1  | -- | -- | --       | p0.4                                |       |             |  |
| GRPs/Impressions    |               |    |    |    |    |          | 0.4                                 | 1     | \$40.00     |  |
| CPP/CPM             |               |    |    |    |    |          | \$100.00                            |       | 1           |  |
| Mo-Fr 1:37a-2:05a   |               |    |    |    |    |          |                                     |       |             |  |
| NEWS 3 TODAY        | :30           | 1  | 1  | 2  | -- | --       | p2.4                                |       |             |  |
| GRPs/Impressions    |               |    |    |    |    |          | 9.6                                 | 3     | \$275.00    |  |
| CPP/CPM             |               |    |    |    |    |          | \$114.58                            |       | 4           |  |
| Sat 9:00a-9:30a     |               |    |    |    |    |          |                                     |       |             |  |
| NEWS 3 TODAY        | :30           | -- | -- | -- | 1  | 1        | p2.4                                |       |             |  |
| GRPs/Impressions    |               |    |    |    |    |          | 4.8                                 | 2     | \$300.00    |  |
| CPP/CPM             |               |    |    |    |    |          | \$125.00                            |       | 2           |  |
| Sat 9:00a-9:30a     |               |    |    |    |    |          |                                     |       |             |  |
| <b>KSNV Totals</b>  | 10            | 13 | 11 | 9  | 7  |          |                                     |       |             |  |
| GRPs/(000)          |               |    |    |    |    | 76.1     |                                     |       | \$15,150.00 |  |
| CPP/CPM:            |               |    |    |    |    | \$199.08 |                                     |       |             |  |
| Reach:              |               |    |    |    |    | 33.3     |                                     |       |             |  |
| Frequency:          |               |    |    |    |    | 2.3      |                                     |       |             |  |
|                     |               |    |    |    |    |          |                                     | Spts: | 50          |  |

Net Cost: 6912,877.50

~~\$15,301.50~~

Approved by:

7/9/12

### **General Summary ( DMA P18+ D,RTG )**

| Name | Spot | Cost        | Grps | Imp(000) | CPP      | CPM     | Reach | Freq | Eff Reach | Net Reach | Pop       |
|------|------|-------------|------|----------|----------|---------|-------|------|-----------|-----------|-----------|
| KSNV | 50   | \$15,150.00 | 76.1 | 1099.4   | \$199.08 | \$13.78 | 33.3  | 2.3  | 17.0      | 492,648   | 1,479,674 |